

The Public Ledger Offers 5,000 \$65.00 Black Beauty Bicycles FREE to Boys and Girls

Bicycles delivered as soon as 35 subscriptions to either the Morning, Evening or Sunday Public Ledger are secured

**Pay No Money
Collect No Money**

Boys!

YOU FELLOWS who have always wanted a Black Beauty—think of the fun of bike-hiking this summer on your own Black Beauty—think of the ways in which you can make real money when you have a regular wheel—**now's your chance**—get one of these sixty-five-dollar, brand new, completely equipped Black Beauties. You are bound to win one of the 5000 offered. But you must hurry—the other fellows won't be asleep on the job—Get after yours right away! Today!

Girls!

DON'T let the boys get away with all these 5000 Black Beauties! Remember that the beautiful Black Beauty model, made especially for girls, is offered also.

Who and How

ANYONE is free to enter this contest. The thirty-five subscriptions must be obtained between June 1 and September 15, 1921. Your prospective subscribers are residents of Pennsylvania, New Jersey, Delaware and Maryland, who are not now receiving the Public Ledger in their homes.

**Pay No Money!
Collect No Money!**

CONTESTANTS pay no money, collect no money! Simply secure 35 signatures on the subscription blanks furnished by the Public Ledger, turn them in, and as soon as your thirty-five subscriptions have been verified you receive your Black Beauty. The contest will be open until September 15, but you get your Black Beauty as soon as your subscriptions are verified.

How to Enter the Contest

Apply to Circulation Dept., Public Ledger Building, Independence Square, Philadelphia, for subscription books and other particulars, or telephone Walnut 3000, bicycle department, or fill out and mail the attached coupon to The Public Ledger Bicycle Dept.

The Black Beauty

LONG known as the best built, most serviceable bicycle obtainable anywhere. The Black Beauty you win in this contest will be completely equipped, all ready for you to hop aboard and "step on 'er." Every bicycle is guaranteed for five years and carries an insurance policy for six months' repair of accidental damages. Just look at these features, many of them to be had only on the Black Beauty.

SPECIFICATIONS

Frame Size: 21 inches, adjustable to 24 inches. Made of special grade seamless, cold-drawn steel tubing, which has a tensile strength of 50,000 to 75,000 pounds per square inch.
Saddle: BLACK BEAUTY MOTORBIKE No. 2, made of full-grained leather; heavily padded with interlaced curled hair and equipped with Cushion-Comfort springs.
Handle Bars: Kelly made Motorbike type; triple nickel plated on copper.
Grips: Special BLACK BEAUTY reinforced; flexible rubber finger grips; they fit the fingers.
Chain: Duckworth solid steel roller; beveled side plate; triple nickel plated; guaranteed to withstand a strain of 2500 pounds.
Pedals: BLACK BEAUTY rubber Motorbike type; oil and dust proof; high grade ball bearings.
Front Hub: New Departure concave front hub; turned from solid steel bar.
Coaster Brake: Latest modern New Departure coaster brake.
Ball Bearings: Chrome-nickel, special A grade steel balls, ground to .00001 part of an inch (work that is as accurate as that which goes into the finest watch); all bearings self-lubricating; need attention but once a year.
Tires: Firestone Non-Skid; blue tread with white side walls.
Mud Guards: Front—large drop side mud guard with leather splash baffle; rear—large drop side mud guard with stand latch; guards both front and rear double braced.
Finish: Anti-rust coat; enamel baked and rubbed down, followed by two ground coats, one finishing coat and varnish; all nickel parts are ground, copper plated, triple nickel plated and polished.
Lights: Electric equipment with Delta Light headlight; battery in tool tank; ruby jewel reflector tail light on rear mud guard.
Tool and Battery Tank: Strong, pressed steel torpedo-shaped Streamline tank with compartments for battery and tools built into main frame.
Tools: Monkey wrench; coaster brake wrench; screw driver, complete tire repair kit.
Pump: High compression telescope frame pump with bracket; all heavily triple nickel plated over copper.
Choice of Colors: Rich black with white head and dovetails. Option, rich black with green head and dovetails.

Conditions of the Contest

SUBSCRIPTIONS must be secured and turned in to the Public Ledger office for verification between June 1 and September 15, 1921.

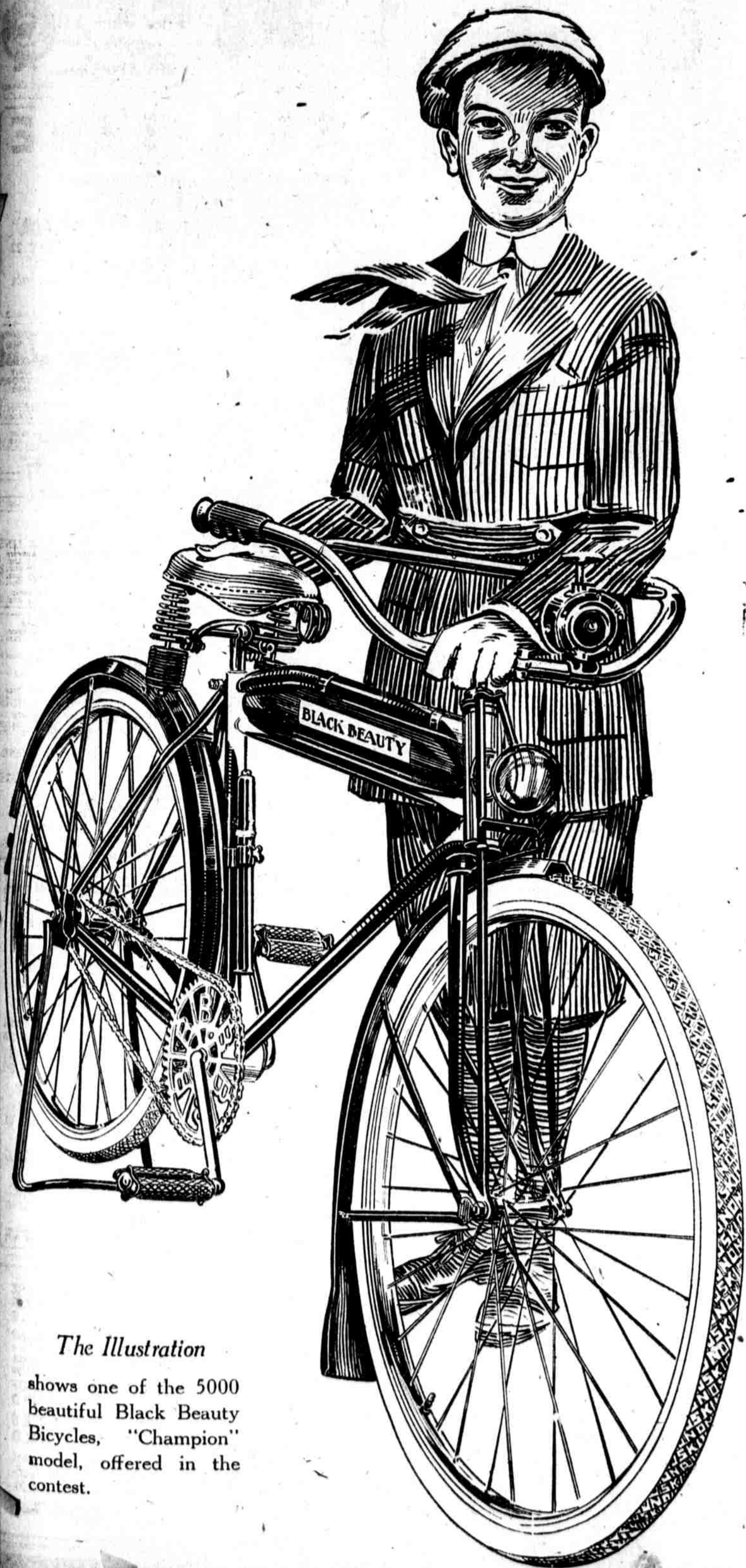
Those from whom subscriptions may be taken are all those residing in Pennsylvania, New Jersey, Delaware and Maryland, and who are not now receiving the Public Ledger in their homes.

Each winner will be presented with his or her bicycle **immediately** after verification of the 35 subscriptions.

Contestants are not limited as to age or sex. Men and women will have their choice of full-sized bicycles for themselves or the boys' or girls' models.

The Illustration

shows one of the 5000 beautiful Black Beauty Bicycles, "Champion" model, offered in the contest.



Public Ledger,

Bicycle Department:

Send me instructions for securing a \$65.00 Black Beauty Bicycle without paying or collecting any money.

Name

Address

Age